



The Foundry Building
1055 Thomas Jefferson St., NW
Suite 200
Washington, DC 20007

Telephone: 202 238 3730
www.kantarmediana.com/CMAG

April 4, 2012

William T. Lake
Chief, Media Bureau
Federal Communications Commission
Washington, DC 20554
Via E-Mail

Dear Mr. Lake,

I received your letter requesting additional information in regards to MM Docket No. 00-168.

In our March 30, 2012 response to your initial request, we used our extensive archive of political advertising to provide data on the percentages of broadcast TV advertising dollars spent on affiliates of ABC, CBS, NBC, and FOX across the country as a whole, and in the top 50 media markets. The data included ads that CMAG defines as “election” ads in federal races for the Presidency, the US Senate and the US House of Representatives. To reiterate, this definition may or may not correspond to the FCC’s or the Federal Election Commission’s definition of “political” for regulatory, pricing, or disclosure purposes. The data were calculated using CMAG’s spending estimates, which are not always an exact depiction of the actual spend (because of fluctuating rates paid by advertisers), but which are highly accurate as a proxy allowing for aggregation and the figuring of ratios and percentages.

Using the identical methodology (explained in greater detail in our March 30, 2012 letter), in response to your second request, we have calculated the percentage of total “political” dollars in federal races that was spent on affiliate stations of the four networks in the top 50 markets.

We found that during the 2008 election cycle, 64 percent of all spot advertising dollars were spent on affiliates of the four largest national networks in top 50 media markets.

During the 2010 election cycle, 62 percent of all spot advertising dollars were spent on affiliates of the four largest national networks in top 50 media markets.

And, to date in the 2012 election cycle, 59 percent of all spot advertising dollars have been spent on affiliates of the four largest national networks in top 50 markets.

Thank you for your inquiry.

Sincerely,

Kenneth M. Goldstein
President, Kantar Media’s Campaign Media Analysis Group